

## FCC Comments on Localism – WALA-TV

WALA-TV is a dominant FOX affiliate serving the Mobile-Pensacola DMA.

WALA produces over 23 hours of local news each week. Our newscast begins at 5:30am weekdays with 2 ½ hours of local news and weather, followed by a 5pm, the only 5:30pm and 9pm local news in the market. On weekends we air ½ hour of news at 9pm.

Weather is the #1 reason viewers in Mobile-Pensacola watch news according to research conducted by Magid for WALA. Each year we spend over \$50,000 on research and consulting to determine what viewers want in a newscast. To meet the demands of our viewers, WALA has 4 meteorologists on staff to bring residents the latest, most accurate weather information 24 hours a day. This past September as Hurricane Ivan hit the Alabama/Florida coast, WALA committed to continuous coverage as the hurricane approached, made landfall and during the aftermath. We partnered with WABB-AM/FM radio to simulcast our signal for viewers who lost power during the hurricane. At one point during the hurricane, 90% of the viewers were without power. After Hurricane Ivan we organized a hurricane relief effort at the station. We collected food, clothing and other essential items for victims of Hurricane Ivan. Employees helped fill an 18-wheeler and with the help of our anchors and reporters caravanned across the market delivering the items to needy families.

Each year in preparation for hurricane season, WALA produces a one hour hurricane special and :30 vignettes on hurricane preparedness.

Our commitment to our viewers goes beyond our local news coverage. WALA dedicates time and resources to many special events and programs throughout the year. Every year our news and production staffs dedicate many hours to producing the Children Miracle Network Telethon and working with USA Women's and Children's Hospital in Mobile.

Other community activities that we commit to are the Chamber of Commerce's Eagle Awards program which recognizes the achievements of minority business, Volunteer of America's Season of Caring and The United Way.

For more than 50 years WALA has made a strong commitment to the residents of Mobile/Pensacola to provide them with the best news and information programming available and a partner in making the market a better place for everyone.